

## Interview Summary

Application No.

09/852,497

Applicant(s)

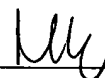
L. VIGIL ET AL.

Examiner

James W Myhre

Art Unit

3622



All participants (applicant, applicant's representative, PTO personnel):

(1) James W Myhre.(3) Tod M/ Melgar.(2) Todd W. L. Vigil.

(4) \_\_\_\_\_.

Date of Interview: 09 July 2004.

Type: a) ☒ Telephonic b) ☐ Video Conference  
c) ☐ Personal [copy given to: 1) ☐ applicant 2) ☐ applicant's representative]

Exhibit shown or demonstration conducted: d) ☐ Yes e) ☒ No.

If Yes, brief description: \_\_\_\_\_.

Claim(s) discussed: 1 and 3.

Identification of prior art discussed: Small (5,791,991) and De Rafael (6,529,878).

Agreement with respect to the claims f) ☐ was reached. g) ☒ was not reached. h) ☐ N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: See Continuation Sheet.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN ONE MONTH FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.

  
Examiner's signature, if required

- Continuation of Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: Applicant discussed how the claimed invention differed from the references by utilizing time to maintain the viewer's interest in the advertisement. It was stressed that the references showed the "offer" being displayed after the advertisement, not during a portion of the time the advertisement was being displayed. An example was given where the advertisement was displayed for 30 seconds and the offer was displayed for the last ten seconds of that 30 second period. The Applicant also noted that the offer did not have to be displayed during the final portion of the advertising period, but could start and stop at any time during the advertising period. Additionally, the Applicant asserted that the "offer" was not a questionnaire or survey as in the references, but only a link or button displayed during the advertisement on which the viewer could "click" to respond. The Examiner noted that such limitations were not in the present independent claims and suggested that the claims be amended to more clearly state the invention. The Examiner will issue a supplemental office action, at which time the Applicant will have the opportunity to incorporate the above mentioned features into the claims..